



Lego Serious Play

Leveraging the Power of Play to
Drive Business Performance



What to AVOID?

Build a model so you can tell a story about one aspect of what you strongly believe we must AVOID happening for us as a team working with this project

In other words. What would be a night-mare for you and that could really drain the energy out of you

The **LEGO SERIOUS PLAY®** Method
is a facilitated thinking, communication and
problem solving technique
for groups

How Can You Use Lego Serious Play?

- Creating Real Time Strategy
- Developing High Performance Teams
- Enriching Community Connections
- Problem Solving
- Sparking Innovation
- Prototyping



In LEGO SERIOUS PLAY we build LEGO models with a meaning



*"We have a
problem getting
everyone ON
BOARD with our
initiatives"*

The LEGO SERIOUS PLAY Process

1

The facilitator asks the question you have to answer by building a metaphorical story



2

You **ALL** build **individually** and give it meaning while you build



3

You **ALL** tell the rest of the group the story in your model



4

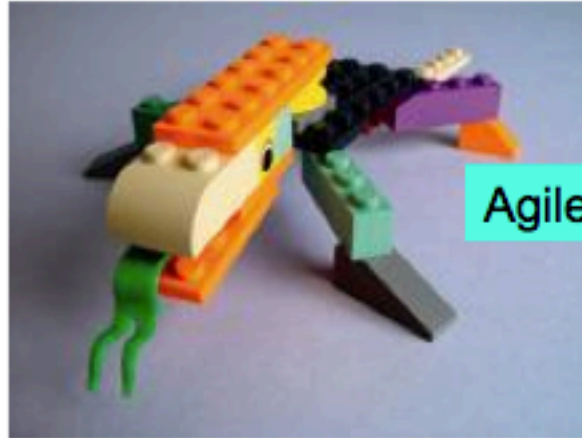
Questions, insights, reflections, identification of patterns



Critical Thinking Is Stimulated to Foster Deeper Conversations

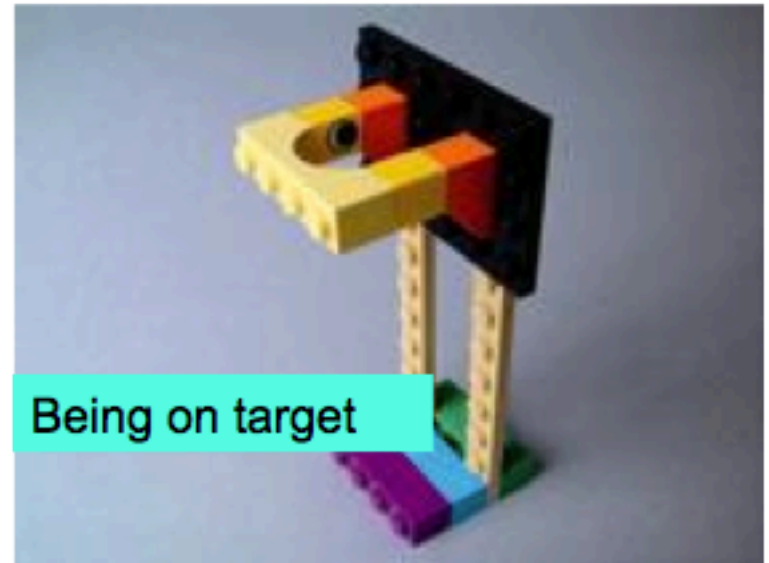


Carrying a heavy work load



Agile leadership

Staying under the radar



Being on target



Lean Forward Meetings



Traditional Meetings

20%

Participant Input
Dominant Voices



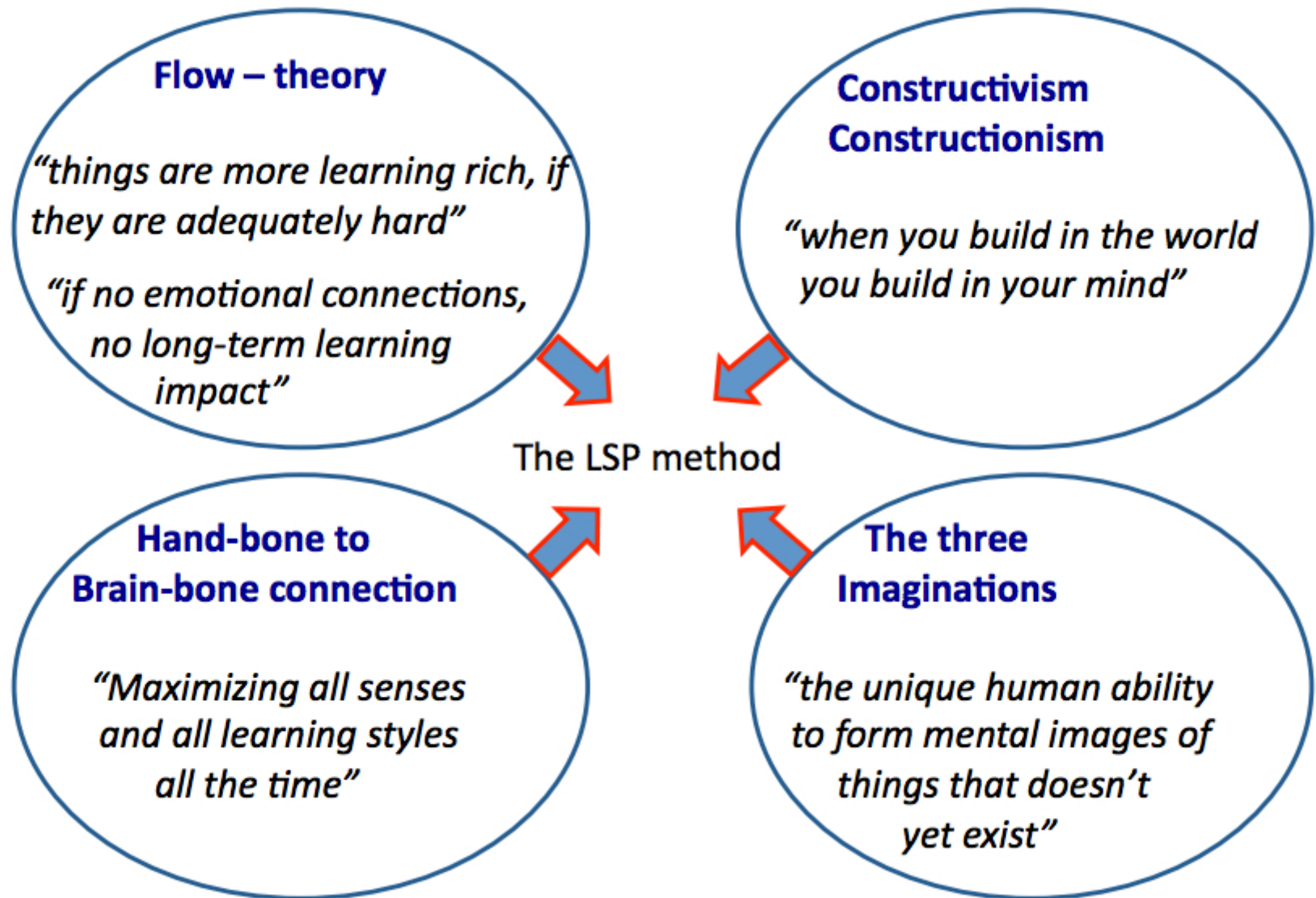
Lego Serious Play

100%

Contribution
Co-Creation
Inclusion



How LEGO SERIOUS PLAY Works



The more brains, the more hands-on
the better, because they are all different



THE POWER OF PLAY

“Play is to the 21st Century
what steam was to the
20th Century

Julien Dibbell

[Excerpted from Co-Creation on Speed, Lego Serious Play
SlideShare by Human Experience Studios.](#)



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Email:

Maureen@thrivedigitalera.com

Phone: 732.779.7322

Learn More About
Lego Serious Play

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[*Co-Creation on Speed*](#)





*We help forward thinking leaders build
organizations that flourish and grow
in an ambiguous, complex, increasingly digital
business landscape.*

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